

AbstractProcess for displaying broadcast and recorded  
transmissions possessing a common characteristic and  
associated receiver

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10 The invention relates to the receiving and  
displaying of short audiovisual transmissions broadcast  
by a transmitter to digital television receivers. The  
receivers are furnished with a large recording capacity.  
The short audiovisual transmissions are typically  
advertising spots. According to the invention, the short  
audiovisual transmissions are, upon reception in the  
receiver, automatically replaced by transmissions of the  
15 same type previously recorded in the receiver. The  
receiver resumes normal displaying of the transmissions  
at the end of the broadcasting of the audiovisual  
transmissions of a certain type.

20 The recording of the transmissions can be  
performed according to the preferences of the user. The  
preferences of the user are defined during a  
configuration phase.

25 The invention also relates to the receiver for  
implementing the process.

Figure 2